clc 96000420
(cont.)

X Collection

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Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 389 A	585	9	HD9623.U47C5 – HD9652.9.C3
LIBRARY OF CONGRESS 0 021 174 390 6	586	51	HD9654.9.I5 (1947) no. 1-51
LIBRARY OF CONGRESS 0 021 174 391 8	587	42	HD9654.9.I5 (1947-1948) no. 1-42
LIBRARY OF CONGRESS 0 021 174 392 A	588	18	HD9656.R8 – HD9695.U54N2
LIBRARY OF CONGRESS 0 021 174 393 1	589A	8	HD9695.U54W3 (1899-1906) no. 1-8
LIBRARY OF CONGRESS 0 021 174 394 3	589B	3	HD9695.U54W3 – HD9695.U54W32
LIBRARY OF CONGRESS 0 021 174 395 5	590	7	HD9666.9.A2 – HD9705.U64T5
LIBRARY OF CONGRESS 0 021 174 396 7	591	9	HD9710-HD9710.U5N3

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Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 397 9	592	32	HD 9715.I83F4 – HD9787.R9 #5-6 in overseize box
LIBRARY OF CONGRESS 0 021 174 398 0	593	13	HD9829.A7 – HD9885.N6258
LIBRARY OF CONGRESS 0 021 174 399 2	594	10	HD9929.5.U6 – HD9969.S74753
	595	—	MISSING
LIBRARY OF CONGRESS 0 021 174 400 5	596	24	HD9999.B9I5 (1946-1960) no. 1-24
LIBRARY OF CONGRESS 0 021 174 401 7	597	11	HD9999.B9I5 (1940-1949) no. 1-11
LIBRARY OF CONGRESS 0 021 174 402 9	598	5	HD9999.C73S99 – HD9999.S911P6
LIBRARY OF CONGRESS 0 021 174 422 4	599	18	HE66.A2 – HE247.Z7C9 no 2 in overseize box

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X Collection

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Barcode Number	Box Number	Total of Volumes	Call Number
LIBRARY OF CONGRESS 0 021 174 423 6	600	29	HE346.5.N4-HE1783.G7

X-HD9929
.5
.U6

#1

RECENT TRENDS IN THE U.S. RAYON INDUSTRY

By

Elizabeth G. Hayward

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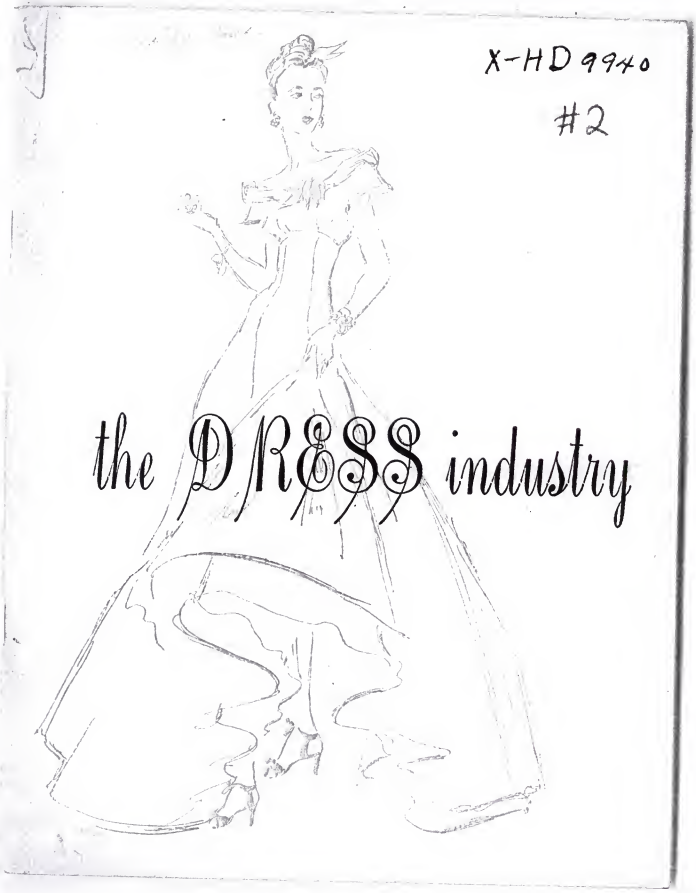
X-HD9940
#2



the DRESS industry

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#3

Analysis *of* PUBLICITY EXPENSES

—*the year ending 1934*

Price:
To Members $1.00
To Non-Members $1.50

SALES PROMOTION DIVISION
National Retail Dry Goods Association
225 West 34th Street New York

Introduction

EACH year as a result of action taken by the Board of Directors of the Sales Promotion Division, a report is issued which mirrors trends in publicity expenses. This survey establishes for stores of every size, a norm by which each store may be guided. It shows the median percentages for newspaper and shopping news linage, production costs, payroll costs, display payroll and supply costs, and other factors which bear a part in publicity expenses.

The report is issued primarily first to disclose any pronounced changes in publicity expenditures which might have occurred during the past year, and second, to provide an opportunity to compare individual experiences with median figures representing typical experience.

It replaces the 1933 analysis and specifically provides the following information:

1—what the average store in each volume group spends in each expense classification;

2—what media had held up most satisfactorily;

3—changes in publicity expenses planned for the coming period;

4—the trend in publicity expense—a comparison with expense percentages of past years;

5—a comparison of figures which were furnished by the same stores for both 1933 and 1934;

6—the distribution of the publicity dollar during 1934;

7—the development of institutional advertising—how charged, and the policy for 1935;

8—the trend of radio broadcast advertising;

9—the development of, and improvement in, internal store promotion, display, and coordination of promotions with selling force.

National retail dry goods association.
"
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#14

An Analysis *of* 1935's Publicity Expenses

To help you do a better job during the balance of 1936!

•

INTRODUCTION

•

TIME Marches On! And the 1935 Analysis of Publicity Expenses—thanks to the vast amount of information gathered by the Publicity Expense Survey Committee—is more extensive and should be more valuable to Sales Promotion Managers than any previous report!

AS in the past, the 1935 Analysis indicates for stores of every size the median percentages (common or average performance) for every publicity expense classification. But for those stores that want to do better than the average, we have this time charted outstanding expense performances that provide a real goal!

Beyond the foregoing, the 1935 Analysis presents interesting, very enlightening facts on these important subjects:

1—The distribution of the publicity dollar during 1935;

2—How the average store plans to spend its publicity money in 1936;

3—The newspaper linage volume of the average store in each sales volume group—annually, weekly;

4—The Shopping News picture among stores;

5—The trend in Advertising Allowances;

6—The greatly increased activity regarding Internal Store Promotion;

7—What is the situation among stores with regard to free newspaper cut service?;

8—Do stores check advertising results more intelligently than formerly?;

9—Are Sales Promotion Managers taking more of a hand in credit promotion activities?;

—and many other vital findings!

PRICE:

To Members $1.00 To Non-Members $2.00

One free copy to members of the Sales Promotion Division and contributors to the survey. Additional copies $1.00 each.

SALES PROMOTION DIVISION

National Retail Dry Goods Association 101 West 31st Street, New York

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ANALYSIS

of

PUBLICITY EXPENSE

of Department Stores

FIRST 6 MONTHS

OF 1937 - 1938

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Prepared by the SALES PROMOTION DIVISION

NATIONAL RETAIL DRY GOODS ASSOCIATION

101 West 31st Street New York, N. Y.

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Analysis
of
Publicity Expenses
of
Department Stores

•

1937 · 1938

Prepared by the SALES PROMOTION DIVISION
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101 West Thirty-First Street • New York, N. Y.

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ANALYSIS
of
PUBLICITY EXPENSES
of Department Stores

FIRST 6 MONTHS
OF 1938—1939

Prepared by the SALES PROMOTION DIVISION
NATIONAL RETAIL DRY GOODS ASSOCIATION
101 West 31st Street New York, N. Y.

National retail dry goods assoc.
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ANALYSIS
of
PUBLICITY EXPENSES
of Department Stores

FIRST 6 MONTHS
OF 1939 and OF 1940

Compiled by the SALES PROMOTION DIVISION
NATIONAL RETAIL DRY GOODS ASSOCIATION
101 West 31st Street New York, N. Y.

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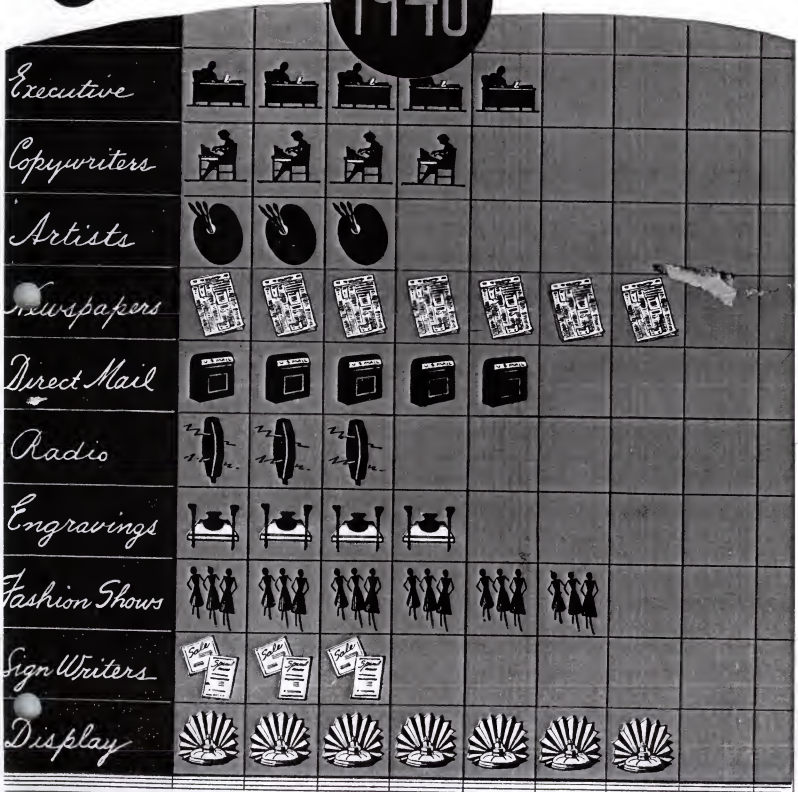
Advertising Analysis 1940

#9



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The Story of SHIRTS

by Manhattan

THE MARK OF QUALITY SINCE 1857